

LOCALISM INITIATIVES ON B98.5FM WSB-FM COX RADIO, INC. - ATLANTA, GEORGIA
*LOCAL NEWS: B98.5FM provides news updates Monday thru Friday at these times:
5:30AM, 6:00AM, 6:30AM, 7:00AM, 7:30AM, 8:00AM. AND BREAKING NEWS ON A NEEDED
BASIS

News Items include local, national, international and local community events
taking place.

In every newscast there are also traffic and weather reports.

WSB-FM AIRS OVER 234 WEATHER UPDATES AND 100 TRAFFIC UPDATES DURING AN AVERAGE
WEEK.

*B98.5FM IS THE FLAGSHIP STATION IN GEORGIA FOR WEATHER EMERGENCIES AND
MISSING CHILDREN ALERTS

*THROUGH-OUT THE YEAR THESE ARE THE ISSUES WE ADDRESS ON B98.5FM:
CONSUMER ISSUES

ART/ENTERTAINMENT ISSUES

FAMILY/PARENTING ISSUES

HEALTH/MENTAL MATTERS

LOCAL NEWS/ISSUES

MINORITY ISSUES

SELF-HELP ISSUES

WOMEN'S ISSUES

HISTORICAL ISSUES

RELATIONSHIP ISSUES

RELIGIOUS ISSUES

SCIENCE/WEATHER ISSUES

ECONOMIC ISSUES

*B98.5FM UPDATES THEIR WEBSITE ON A DAILY BASIS ABOUT UPCOMING COMMUNITY
ACTIVITIES AND LOCAL CHARITY EVENTS.

*THE KELLY & ALPHA MORNING SHOW IS ON WEEKDAYS 5:30AM TO 10:00AM

IT'S A LOCALLY PRODUCED MORNING SHOW FEATURING TOPICAL ISSUES, BOTH LOCAL AND
NATIONAL.

Here's a list of charitable events that Kelly and Alpha from B98.5FM have hosted
in 2004

Jan 21. Furnbank-Jane Goodall IMAX-

Jan 22. Chocolate 2004-Lukiamia Society

Feb 09. Best of Atlanta-Camp Twin Lakes

Feb 21 Childrens Healthcare run

Mar 08/09. Lake Windword Elem. Bingo night-PTA

Apr 14 Gimme the mic

Apr 19 Am Heart Assoc. Lunch-AHA

Apr 23 Spring Fling-Pre-School PTA

Apr 28 Chick-Fil-A golf tourney- Camp Twin Lakes

Apr 29 Dinning Out for Life-Project Open Hands

May 08 Race for The Cure-Susan G Kolman

May 20 Taste of Alpharetta
May 22 Rockdale County Fostercare
July 14 Kiwians Lunch
Aug 21 Lite The Night Kick off- Leukemia Society
Sept 01 UPS Employee BBQ-United Way
Oct 03 Kroger Party-Boy Scouts of America
Oct 09 Lite The Night-Leukemia Society
Oct 13 EWI Auction-Education
Oct 23 JDRF Walk- Diabetes
Nov 10 Lite The Night Thank you Party
Nov 17 Paws for Cause-Humane Soc.
Nov 18 Great American Smoke out
Dec 9-10 Christmas Marathon- Toys for Tots

List of Schools that Kelly and Alpha have visited in 2004

Kemp Elem
Bascomb Elem
Conyers Middle
Gwinn Oaks Elem
Ester Jackson Elem
Mason Elem
Acworth Elem
Mt. Pisgah
Avendale Elem
Beaver Ridge Elem
Kennisaw Elem
Norton Elem
Mcdonaugh Elem
Acworth Elem
Macedonia Elem
Crabapple Crossing Elem

*The Kelly and Alpha Morning Show holds 2 daily meetings to discuss what are going on in the local community and how to incorporate these things into the show.

*EVERY NIGHT - A ONE MINUTE LOCAL PUBLIC SERVICE ANNOUNCEMENT RUNS ON B98.5FM
IT'S CALLED "A MINUTES WORTH"

*EVERY WEEKEND OF THE YEAR THERE ARE PUBLIC SHOWS THAT RUN ON B98.5FM

LIST OF PROGRAMS AIRTIMES LENGTH PROGRAM DESCRIPTION

SOUNDS OF ATLANTA SUN, 5:00AM30 MINUTESLOCALLY PRODUCED PUBLIC AFFAIR S
PROGRAM DEALING WITH LOCAL ISSUES OR TOPICS OF GENERAL INTEREST.

MINORITY PERSPECTIVE SUN, 5:30AM30 MINUTESLOCALLY PRODUCED PUBLIC AFFAIRS
PROGRAM DEALING WITH LOCAL ISSUES OR TOPICS OF PARTICULAR INTEREST TO
MINORITIES.

WOMAN'S WORLD SUN, 6:00AM30 MINUTESLOCALLY PRODUCED PUBLIC AFFAIRS
PROGRAM DEALING WITH LOCAL ISSUES OR TOPICS OF PARTICULAR INTEREST
TO WOMEN.

PARENTING SOLUTIONS SUN, 6:30AM30 MINUTESLOCALLY PRODUCED PUBLIC AFFAIRS
PROGRAM DEALING WITH FAMILY ISSUES OR TOPICS RELATING TO PARENTING.

CHOOSING LIFE SUN, 7:00AM1 HOURLOCALLY PRODUCED PUBLIC AFFAIRS PROGRAM DEALING
WITH VARIOUS TYPES
OF ADDICTIONS AND RECOVERY.

*LENGTHS OF PROGRAMS ARE APPROXIMATE.